

REMARKS

The applicant notes that the subject matter disclosed in the announcements of Google's new online 'Checkout' payment service referenced in the Information Disclosure Statement (enclosed on pages 5-6), relates directly to online payment services disclosed in the above-referenced application.

For ease of reference, excerpts from the specification and the claims which disclose the 'Checkout' type of online order-consolidating service are provided below:

**09/929,615 Specification Excerpts:**

1.) "The system communicates via a network such as the international global network (Internet) **to coordinate and automate and consolidate online transactions...**" Field of the Invention, Pg. 1

2.) "...the customer is provided a means through the software of the system to shop, or order, from online representations of the deliverables of participating networked-venues, and to **consolidate a plurality of such online orders from different participating venues into a one-time order procedure.** It is the current practice of eCommerce sites on the Internet to require a separate 'checkout' procedure for the shopping or ordering of deliverables in different categories, for example a book purchase from an eCommerce book seller website requires a separate checkout (ordering) procedure from the purchase of flowers from a separate online florist's website. By contrast, **the present invention facilitates diverse deliverables ordering from separate-but-participating online-represented venues and consolidates the plurality of orders into expedited one-time order procedures.** For example, a book, a DVD, and a dress, each sold by (and shown as available) by **different online sellers is consolidated into a single online invoice or receipt indicating the separate price of each deliverable and the cumulative price** (and where applicable the sales tax). **The system's software automatically places the order with each seller** (and optionally notifies their supplier of the sale) and deducts those deliverables from the available inventory." Pg. 4-5

3.) "...**a running tally of all orders is consolidated by one or more software routines of means 154 into a single order-entry procedure** (versus separate orders for each online-represented venue) **and the consolidated online order is culminated and recorded when confirmed by the customer.** **Ordering, reservation and scheduling means 154 retains a record of each venue providing the deliverable(s) in the consolidated order and automatically calculates and allocates revenues to the merchants providing the online orders.**" Pg. 10-11

1 4.) **“Thus a plurality of online orders can be consolidated by the system into a single online**  
2 **entry-form** (and deliverables are then sent for example, to a customer’s home or business),...”

3 Pg. 12

4  
5 5.) “The system also creates a seamless economy whereby customers and merchants receive  
6 current online and venue-condition status, **commissions are automatically calculated for all**  
7 **orders** and, optionally suppliers are automatically informed as to the restocking needs of  
8 networked-venues.” Pg. 14

9  
10 **Claim Excerpts**

11  
12 Claim 119. The system of claim 116 wherein said networked computing means and software  
13 equipped to access said ESA-related data and responsive to user input from a browser apparatus,  
14 further comprises software routines providing dual-commerce online ordering options, wherein  
15 a.) in a first-commerce online ordering option said software provides for at least one  
16 deliverable to be ordered online and reserved for procurement during a scheduled ESA-customer  
17 visitation to at least one computer-networked physical-venue ESA, and

18 b.) **in a second-commerce online ordering option said software provides for at least one**  
19 **deliverable from at least one networked-venue to be ordered online and delivered to a location**  
20 **specified by the online customer.**

21  
22 Claim 120. **The system of claim 119 further comprising at least one software routine for**  
23 **consolidating online ordering of a plurality of deliverables from different venues into a**  
24 **single online invoice** and providing the option for at least one of the deliverables to be delivered  
25 to a customer-specified location.

26  
27 Claim 121. **The system of claim 119 further comprising software for automatically calculating,**  
28 **allocating and paying revenues due to merchants of deliverables** ordered according to said  
29 first-commerce online ordering option and for automatically calculating, allocating and paying  
30 revenues due to merchants of deliverables ordered according to said second-commerce online  
31 ordering option.

32  
33 Claim 122. The system of claim 119 further comprising software for automatically notifying a  
34 supplier of deliverables needing to be restocked when ordered according to said first-commerce  
35 online ordering option and for notifying a supplier of deliverables needing to be restocked when  
36 ordered according to said second-commerce online ordering option.

37  
38 \* \* \*

39 Please refer to the “Information Disclosure Statement” on pages 5-6 for comparison of Google’s  
40 new “Checkout” Online Payment Service to the claims provided above.